

Message Text

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PAGE 01 BOGOTA 02421 171619Z

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ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 USIA-15 EB-07 SIL-01 LAB-04

AID-05 /047 W

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R 142211Z MAR 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7565

UNCLAS BOGOTA 2421

E.O. 11652: NA

TAGS: OEXC CO

SUBJECT: WORKSHOP/SEMINAR ON CORPORATE PUBLIC SERVICE

FOR MEYERS CU/OFFICE OF PRIVATE COOPERATION

REF: MEYERS/CHATTEN TELCON MARCH 11

1. AMCHAM EXECUTIVE SECRETARY COLONEL OSCAR BRADFORD HAS SENT LETTER AND PROPOSED AGENDA TO 57 BUSINESS LEADERS IN BOGOTA MEDELLIN AND CALI ASKING THEIR PARTICIPATION IN APRIL 8 "ONE-DAY WORKSHOP/SEMINAR ON CORPORATE PUBLIC SERVICE".

2. HE HAS REQUESTED AMBASSADOR TO FOLLOW UP WITH INVITEES SENDING LETTER UNDERSCORING IMPORTANCE OF SUBJECT MATTER. AMBASSADOR ACCEPTED SUGGESTION.

3. INVITATION POINTS OUT PROJECT TO BE UNDERTAKEN WITH COOPERATION OF IMDI, THAT CONFERENCE BOARD RESEARCH WILL SERVE AS POINT OF DEPARTURE, THAT USIS AND EMBASSY WILL "PRESENT VIDEOTAPE INTRODUCTIONS OF THE SUBJECT BY DISTINGUISHED US LEADERS" AS WELL AS VTR OF "SIGNIFICANT SEGMENTS OF THE MEXICAN WORKSHOP".

4. LETTER CONTINUES "ALTHOUGH THIS IS A PRIVATE SECTOR INITIATIVE, IT IS SIGNIFICANT TO NOTE ITS COMPATIBILITY WITH CURRENT US GOVERNMENT POLICY WHICH SEEKS TO END THE "ADVERSARY CONCEPT" WHICH FOR TOO LONG HAS CHARACTERIZED ATTITUDES BETWEEN BUSINESS AND GOVERNMENT.

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5. PROPOSED AGENDA INCLUDES AMBASSADORIAL WELCOME, VTR

FROM MEXICO, PRESENTATION RELATING WORKSHOP OBJECTIVES
TO COLOMBIAN OPPORTUNITIES AS NOTED IN CONFERENCE BOARD
RESEARCH" VIDEOTAPE ON INTERNATIONAL PUBLIC AFFAIRS AS
VIEWED BY US CORPORATE HEADQUARTERS, SERIES OF PRESENTATIONS
ON COLOMBIAN SOCIETAL NEEDS WITH EMPHASIS ON
CORPORATE SUPPORT, LUNCHEON ADDRESS POINTING TO EXAMPLE
OF CORPORATE GOOD CITIZENSHIP PRESENTED BY UNAMED HEAD
OF US AFFILIATE COMPANY, DISCUSSION OF RANGE OF CURRENT
US CORPORATE PUBLIC AFFAIRS PROBRAMS IN COLOMBIA, SMALL
GROUP DISCUSSION OF COLOMBIAN SOCIETAL NEEDS AND CORPORATE
RESPONSE, GROUP LEADER REPORTS ON DISCUSSION RECOMMENDATIONS
AND QUESTIONNAIRE ON CONFERENCE EVALUATION TO BE
FILLED OUT BY PARTICIPANTS. FORMAL RECEPTION CLOSES THE
DAY.
VAKY

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Message Attributes

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Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
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